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UNCLAS DAR ES SALAAM 000980

SIPDIS

STATE FOR ECA, AF/PDPA

E.O. 12958: N/A

TAGS: [KPAO](#) [OEXC](#) [SCUL](#) [TZ](#)

SUBJECT: GPRA: CULTURAL ENVOY BASKETBALL PROGRAM

**1. Summary:** The Public Affairs Section organized a Culture Connect program that featured two basketball cultural envoys, Courtland Freeman and Alvin Green. Freeman is a former basketball player and Georgetown University graduate while Green is a recent graduate of Coastal Carolina University and a former player. Freeman and Green participated in an exhibition game and conducted basketball training clinics for young Tanzanians. The program was very successful, as it generated a great deal of goodwill toward the Embassy and the United States, while at the same time conveying positive messages to youth. End summary.

**2. Dates, Quarter, FY:** May 13 - 18, 3rd quarter, FY 05.

**3. Description of Activity:** Over three program days, Post arranged for one exhibition game, five training clinics, a live radio interview, and a representational event. At the exhibition game, Freeman and Green joined a team from the Embassy and played against the best basketball team in the Dar es Salaam basketball league. The game was played as part of a youth basketball tournament organized by a local non-profit that uses sports to convey anti-HIV/AIDS messages. Although the embassy team was no match for the Tanzanians, the game was great entertainment for the audience and generated a great deal of positive press.

The five clinics included male and female participants from several secondary schools, a primary school, and a youth centre. Activities included instructional drills, team building exercises, and motivational messages from the cultural envoys.

**4. MPP theme and Audience reached:** Mutual understanding. This program furthered Post's efforts to promote mutual understanding in Tanzania by involving youth in our programs. The clinics benefited a total of about 150 young players, coaches and basketball administrators. The general population learned of the program through numerous articles, captioned photos, and even a positive editorial in the local print press, as well as through a live morning rush-hour radio interview on a popular music station.

**5. Results:** Excellent. This Culture Connect program provided Post with an opportunity to engage with an important target audience, the urban youth of Dar es Salaam, in a way that was meaningful to them and left them with a positive image of the United States and the Embassy in Dar es Salaam. In addition to teaching them new drills for mastering basketball fundamentals, the envoys also exchanged ideas about music, the importance of education, and the value of hard work in achieving goals. One key Tanzanian partner noted that while soccer is more popular here, basketball has a younger fan base and one that is generally interested in American culture.

Post suggests that future programs involving basketball cultural envoys include an American coach as well. We heard about, and witnessed for ourselves, the dearth of good coaches. Coaching clinics would have been an excellent complement to the skills clinics and other events that were organized.

**6. Media Coverage:** The program resulted in some 10 print media placements. The radio interview was aired during morning rush hour on one of Dar es Salaam's most popular radio stations.

**7. Quality of USG support:** Good. Post appreciates ECA support in recruiting and sending these excellent cultural envoys. Post was offered this program on very short notice (less than three weeks.) Initial information included incorrect dates and incomplete and incorrect information on who would be coming from Washington. We could have taken better advantage of this opportunity if we had better information sooner.

**8. Quality of Non USG support:** Post was assisted in making this project a success by Don Bosco Youths Center, Dar es Salaam Basketball Association, Makongo and Jitegemee Secondary Schools and International

